

Checklist for a Successful Sponsored Speaker

#1 Key to Success: Begin planning *as soon as you know* you will be having an event with an outside speaker!

- Identify the month in which you want the event to take place. **Give yourself at least 6 weeks to complete the following steps.**
- Determine your budget. Estimate the following to determine amount available for speaker's honorarium (if any).
 - Advertising (Creative and Print Services) _____
 - Food (Sodexo) _____
 - Travel and lodging expenses (Travel) _____
 - Make sure you know the sources, account numbers, and amounts available to fund your program/event. Submit a funding request, if needed.
- Identify speakers whose lecture fees fit within that budget. Contact those speakers to determine availability and possible speaking dates.
- Have the Dean's office personnel check the Dean's Calendar to determine which proposed dates are open. Check with the LA Marketing Coordinator to verify that your date does not conflict with other events.
- Check with Scheduling Services to determine if there is an appropriate room available for each of those dates.
 - Have your AA reserve the appropriate venue for the program (i.e. Kleymeyer Hall, Mitchell Auditorium, Carter Hall, the Forum, etc.). Indicate to Scheduling Services if you have any special needs (e.g. an extra table, special podium, sound equipment).
- Contact the speaker to confirm the engagement.
- Work with University Communications or the LA Marketing Coordinator on a press release and placing your event on the University Calendar.
- Work with Dan Martens on a contract agreement. Then, send a blank W-9 and two copies of a contract letter that spells out what the speaker will be required to do and what we will do for the speaker.
 - Use a format similar to this: "Dr. Emily Jones will give a public lecture on the USI campus entitled '*The Quiz and The Quark*' at 4 pm on May 7, 2009. In return, USI will pay for transportation, lodging, and meals, and will provide a \$200 honorarium." Ask the speaker to sign, date, and return one copy of the letter and the completed W-9; the other copy of the letter is for his/her records." **Your speaker cannot be paid without these two documents.**
- At least three (3) weeks prior to your event,** design your print materials and send to Copy Services. Make sure your advertising includes:
 - Name of the event/speaker Date Time Location **Sponsoring organization** **Contact person**
 - It should also indicate if the event is free and if it is open to the public.
 - When ordering prints:** see the LA Marketing Coordinator for estimates on how many to order and how they can help you distribute those posters/flyers around campus
- At least three weeks prior to your event,** you should send a campus-wide email announcement. Send follow-up announcements within a few days of the event.
- At least two weeks prior to your event,** contact Sodexo for food services (if any).